

## PRESIDENT'S CORNER

### 2008 Key Trends: Meeting Consumer Demand



GTC Nutrition President  
Patrick Smith

With the new year upon us, it's time to look ahead at what's in store for our industry in 2008. One key focus will

be on proactive healthcare as consumers are increasingly looking to maintain their health through a nutritious diet. However, this trend remains closely coupled with the demand for convenience. According to Packaged Facts, 65 percent of consumers are trying to eat healthier, yet 33 percent say they don't have time to prepare or eat healthy meals.

At GTC Nutrition, we continually stay abreast of industry and consumer trends to provide our customers with innovative solutions that meet these consumer demands. Our solutions-based offerings and ingredient portfolio supports many of the key trends in food and nutrition. Top 2008 trends cited by New Nutrition Business and The Hartman Group include digestive health, naturally healthy foods, beauty foods, weight management, premium experiences, sustained immunity, and more. Visit [gtcnutrition.com](http://gtcnutrition.com) to learn more about our ability to help you Build Nutrition Solutions for Life™.

## PRODUCT SPOTLIGHT

### Newly Introduced NutraFlora®-Enriched Products Hit Supermarket Shelves



Two new NutraFlora®-enriched product lines were introduced in the fall to provide consumers with even more better-for-you diet alternatives. DeWaflebakkers recently introduced a line of regular and organic pancakes and waffles enriched and co-branded with NutraFlora prebiotic fiber to improve calcium absorption and promote digestive health.

The frozen product line is offered in eight varieties such as blueberry, sweet potato and whole grain. DeWaflebakkers is currently available at Super Walmart locations nationwide.

In November, Beech Nut Baby Food launched a line of Stage 2 baby foods and cereals enriched with NutraFlora prebiotic fiber and DHA to promote digestive and brain health. The baby food line is offered in seven flavors and suitable for infants six months and older. Beech Nut Baby Food is currently available at most major grocery chains including Safeway, Kroger, Save-A-Lot and more.

## GTC NUTRITION NAMES LAURIE SCANLIN, PH.D., MANAGER OF FOOD APPLICATIONS New Position to Lead Technical Development and Research

GTC Nutrition recently named Laurie Scanlin, Ph.D., manager of food applications. Dr. Scanlin will be responsible for investigating and communicating the technical advantages of the company's ingredient solutions through formulation development, supervising the applications team and laboratory, and overseeing food science related research.

The addition of Dr. Scanlin strengthens GTC's team of technical experts and provides strong leadership for our food applications team. Her vast experience in food science, research and product development complements our current technical capabilities, and makes her an ideal choice to lead our efforts in providing our customers with innovative applications support.

Prior to joining the company, Dr. Scanlin served as a food science consultant with Right Stuff Consulting,

where she was responsible for product development, sensory methodology and food safety for the retail and food service industries. Dr. Scanlin earned her master's degree and doctorate in Food Science from Colorado State University in Fort Collins, CO. She has contributed to numerous food science publications and patents, and is a recipient of awards from the American Association of Cereal Chemists and Institute of Food Technologists.



Laurie Scanlin,  
Ph.D., Food Applications  
Manager

## UPCOMING EVENTS

-  British Columbia Food Technologists Supplier's Night, February 27, 2008 – British Columbia, Canada
-  Southern California IFT Supplier's Night March 12, 2008 – Anaheim, CA
-  Natural Products Expo West, March 14-16, 2008 – Anaheim, CA Booth #124

# TECHNICAL BULLETIN

## Immune Enhancing Beverage Sachet with NutraFlora® scFOS®

Consumers interested in preserving immune health are making 2008 resolutions to stay at their best by making healthier diet choices. As indicated by the International Food Information Council, 76% of Americans believe that certain foods and beverages can maintain overall health and wellness. Prebiotics, which are incorporated into many favorite foods, beverages and supplements, can help provide this support. Immune-related health benefits from prebiotics include inhibited pathogen growth, improved colonic microflora and reduced inflammation.

Prebiotics support the immune system by nourishing good bacteria, known as probiotics, like *Lactobacilli* and *Bifidobacteria*. There are approximately three pounds of good and bad bacteria living in the human GI tract, and consumption of prebiotics, such as NutraFlora® short-chain fructooligosaccharides (scFOS®), can tip the balance in favor of the good bacteria.

NutraFlora is a natural prebiotic fiber that is ideal for the fortification of better-for-you food products. In addition to reinforcing immune system health, NutraFlora increases mineral absorption and balances digestive health.

NutraFlora also offers the technical superiority of a highly effective prebiotic ingredient as it can be incorporated at



levels that meet consumer demands without impacting taste, flavor or appearance. For example, NutraFlora has a clean, slightly sweet flavor profile that enhances

fruit flavors in beverage applications. NutraFlora is also completely soluble and clear in solution, making it ideal to enhance the fiber content of fruit flavored water beverages.

To showcase the versatility of NutraFlora, GTC Nutrition developed a Prebiotic Grapefruit Sachet formula. NutraFlora was added to deliver 1g of prebiotic soluble fiber per serving. At this level, NutraFlora allows for structure function label claims such as “Supports a Strong Immune System” and “For Immune System Strength”. Visit [nutraflora.com](http://nutraflora.com) for more information.

Ingredients	%
<b>NutraFlora®</b>	<b>42.78</b>
<b>Flavor<sup>1</sup></b>	<b>39.99</b>
<b>Citric Acid<sup>2</sup></b>	<b>15.60</b>
<b>Sucralose<sup>3</sup></b>	<b>1.20</b>
<b>Silicon Dioxide<sup>4</sup></b>	<b>0.40</b>
<b>Color<sup>5</sup></b>	<b>0.03</b>
<b>Total</b>	<b>100.00</b>

<sup>1</sup> Gold Coast Ingredients, Inc. – Nat/Art Rudy Red Type Grapefruit Flavor #315860

<sup>2</sup> ADM – Citric Acid, fine granular

<sup>3</sup> Shoofs Inc. – Flo-Gard SP-D

<sup>4</sup> Tate & Lyle – Splenda Sucralose, powder

<sup>5</sup> Sensient Colors – Red Raspberry Shade R #07564, powder

### Directions for Bench Top Preparation:

1. Dry-blend ingredients.
2. Add 2.5g of dry-blend to 10 fl. oz. of water and shake to dissolve.

Nutrition Facts	
Serving Size One sachet (2.5g)	
Amount Per Serving	
<b>Calories 5</b>	Calories from Fat 0
% Daily Value*	
<b>Total Fat 0g</b>	<b>0%</b>
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol 0mg</b>	<b>0%</b>
<b>Sodium 0mg</b>	<b>0%</b>
<b>Total Carbohydrate 2g</b>	<b>1%</b>
Dietary Fiber 1g	4%
Soluble Fiber 1g	
Sugars 1g	
<b>Protein 0g</b>	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	
Calories: 2,000 2,500	
Total Fat	Less than 65g 80g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

## GTC NUTRITION VOLUNTEERS AT FOOD BANK OF THE ROCKIES

### Efforts Support Local Families in Need of Food Supplies

GTC Nutrition recently volunteered at the Food Bank of the Rockies (FBR) to support local families in need of food and supplies during the holiday season. Employees assisted the Food Bank by sorting through food donations, inspecting products for safety and quality, packaging and clean up.

The Food Bank of the Rockies was founded in 1978, and has since extended its reach

across Northern Colorado and Wyoming, providing food supplies to more than 1,000 hunger-relief programs. In its first 29 years, FBR has provided more than 230 million meals for people in need. GTC Nutrition is proud to be a part of the pool of more than 1,000 volunteers who last year donated nearly 57,000 hours of time.



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